

# Ten Ways State Child Care Administrators Can Promote Health Insurance Opportunities

As millions of Americans become eligible for health insurance in 2014, State, Territorial and Tribal Child Care Lead Agencies can play a vital role in making sure people learn about health coverage and how to get help applying. Children and families receiving assistance through the Child Care and Development Fund (CCDF) — as well as child care providers and their families — may qualify for Medicaid, the Children's Health Insurance Program (CHIP) or help that will make it easier to afford coverage through the new Health Insurance Marketplace.

By helping people apply for health insurance, child care programs can be the gateway to regular doctor visits, care for illnesses and injuries, needed medications, dental care, mental health care and preventive services. For children, coverage can mean access to services like vision, hearing, developmental, behavioral, and autism screenings; immunizations; and lead screening. The open enrollment period began October 1, 2013 and continues through March 31, 2014. People may apply for Medicaid or CHIP at any time.

**Here's how State Child Care Administrators can contribute to the outreach effort:**

## Spread the Word

### **1. Keep state and local child care programs informed about health insurance opportunities.**

Work with Medicaid and CHIP agencies and the Health Insurance Marketplace to get current, reliable information on health coverage eligibility and application procedures to families and child care providers. Information about the value of health insurance and how to get covered can be added to intake and orientation materials and newsletters. <http://www.acf.hhs.gov/programs/eecd/the-affordable-care-act-what-it-means-for-children-families-and-ece>.

### **2. Use outreach materials available on [InsureKidsNow.gov](http://InsureKidsNow.gov).**

This website is devoted to getting eligible children enrolled in Medicaid and CHIP. Posters and flyers, that can be customized for your state, are available to help promote enrollment. There also are TV and radio PSAs, along with ideas for how to use them effectively. The website also features materials that promote best oral health practices for young children — and lets families know that dental care is covered under Medicaid and CHIP.

### **3. Offer information in local Social Services Agencies.**

Display consumer materials from [HealthCare.gov](http://HealthCare.gov) explaining the basics of Medicaid, CHIP and coverage through the Health Insurance Marketplace. Income eligibility for child care subsidies or related programs can “flag” eligibility for Medicaid if the income guidelines are similar. Use this information to target your outreach and offer application assistance.

### **4. Educate child care providers about health insurance opportunities for themselves.**

Approximately 1 million providers, including center-based teachers and caregivers and home-based providers, are likely to qualify for help paying for health coverage through the Marketplace or for Medicaid, depending on the state. Provider associations and their affiliates, as well as Family Child Care Networks and licensing agencies, can disseminate information about health coverage to providers through e-blasts, newsletters, Twitter, and Facebook.

**5. Include health insurance information during training sessions for early childhood programs and professionals.**

Incorporate information on how child care staff and families can obtain health insurance in ongoing training and orientation sessions. Some early childhood providers are also small businesses. Let providers know more about the Small Business Health Options Program (SHOP) and the Small Business Health Care Tax Credit. Small employers can choose from a range of coverage options for their employees through the Small Business Health Options Program (SHOP) at <https://www.healthcare.gov/marketplace/shop/>.

**6. Conduct health insurance outreach at special events.**

There are numerous opportunities to talk about health insurance for every member of the family. Health fairs, child care provider conferences, child care open houses or parent meetings, kindergarten registration, community festivals, or story hour at the library are just a few.

## **Help Families and Individuals Apply for Health Coverage**

**7. Partner with Child Care Resource & Referral (CCR&R) Agencies and community organizations to reach eligible families.**

They can connect families with the Health Insurance Marketplace Call Center to get questions answered and to get help with applications. They can help families obtain in-person assistance by linking them with local Navigators or certified application counselors (CACs). CCR&Rs can enhance the services they provide by encouraging their own staff to become CACs. Information on how to become a CAC is available at <http://marketplace.cms.gov/help-us/cac.html>.

**8. Help families apply for health insurance as part of the state's home visiting program.**

Reach out to State Maternal, Infant, and Early Childhood Home Visiting (MIECHV) lead agencies that can provide information and help families complete applications. Contact information for state MIECHV agencies is available at <http://mchb.hrsa.gov/programs/homevisiting/statecontacts.pdf>.

**9. Bring enrollment opportunities on-site.**

Invite local Navigators or CACs to attend parent meetings, in-service trainings or other activities so families can get help applying in a familiar and comfortable setting. Allow families who may not have Internet access to use child care center computers and have trained staff or CACs on hand to answer questions and help individuals complete the application on their own.

## **Promote Promising Practices**

**10. Work with the Office of Child Care.**

Let your Regional Office know about your successes and challenges. We want to support you and help states learn from each other.

Visit [HealthCare.gov](http://HealthCare.gov), or [CuidadoDeSalud.gov](http://CuidadoDeSalud.gov) for more information or call the Health Insurance Marketplace Call Center at **1-800-318-2596**. TTY users should call **1-855-889-4325**. Visit [Marketplace.cms.gov](http://Marketplace.cms.gov) for Marketplace widgets and badges and other partner materials.